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November 1983

Monthly Survey of LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

Comparisons with Previous Year

	ANNUALIZED PREMIUM		FACE AMOUNT		NUMBER OF POLICIES	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
All ordinary business	120%	121%	115%	126%	98%	107%
Ordinary companies and departments	126%	123%	117%	127%	107%	112%
Combination companies and departments	103%	115%	106%	119%	87%	100%
CANADA						
All ordinary business	108%	112%	106%	116%	102%	107%

This survey gives:

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 145 companies operating in the United States and 38 companies operating in Canada. The United States contributors represent 63 percent of the 1981 United States ordinary volume, and 59 percent of the ordinary policies sold; the Canadian contributors represent 68 percent of the 1981 Canadian ordinary volume, and 72 percent of the policies. Since no industry data are available on total annualized new ordinary premiums, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1983. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$14 billion or more (24)
Group 2—$7 billion to $14 billion (20)
Group 3—$4 billion to $7 billion (25)
Group 4—$2 billion to $4 billion (22)
Group 5—$1 billion to $2 billion (18)
Group 6—Less than $1 billion (24)

Combination companies or departments

Group 7—$25 billion or more (2)
Group 8—$8 billion to $25 billion (4)
Group 9—Less than $8 billion (17)

CANADA

Group 1—$4 billion or more (14)
Group 2—$1 billion to $4 billion (15)
Group 3—Less than $1 billion (9)

LIMRA INTERNATIONAL

Profit from our research.

UNITED STATES

Ordinary Sales Results of 145 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES			PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY			
	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982	1982	1983	1983 1982	
January	$ 250,977	$ 301,768	120%	$ 22,854,940	$ 30,960,538	135%	585,801	703,276	120%	$10.98	$ 9.75	89%	$39,015	$44,023	113%	$428	$429	100%	January
February	253,537	305,590	121	25,122,132	32,506,542	129	696,857	773,603	111	10.09	9.40	93	36,051	42,020	117	364	395	109	February
March	313,086	371,888	119	31,167,793	39,515,663	127	849,323	914,126	108	10.05	9.41	94	36,697	43,228	118	369	407	110	March
April	288,211	362,994	126	29,506,647	38,083,742	129	764,704	866,144	113	9.77	9.53	98	38,586	43,969	114	377	419	111	April
May	290,844	355,609	122	29,176,755	37,972,459	130	763,934	838,896	110	9.97	9.36	94	38,193	45,265	119	381	424	111	May
June	318,140	384,088	121	32,049,583	40,757,804	127	807,987	862,456	107	9.93	9.42	95	39,666	47,258	119	394	445	113	June
July	286,661	335,876	117	28,740,127	35,028,671	122	731,898	745,900	102	9.97	9.59	96	39,268	46,962	120	392	450	115	July
August	301,453	364,851	121	30,172,497	38,369,254	127	795,015	814,852	102	9.99	9.51	95	37,952	47,087	124	379	448	118	August
September	296,603	365,692	123	30,301,171	37,638,571	124	759,065	819,408	108	9.79	9.72	99	39,919	45,934	115	391	446	114	September
October	312,156	382,617	123	32,464,888	38,695,668	119	818,031	839,725	103	9.62	9.89	103	39,687	46,081	116	382	456	119	October
November	330,059	397,376	120	34,445,487	39,777,177	115	848,380	833,928	98	9.58	9.99	104	40,601	47,699	117	389	477	123	November
December	419,136			41,689,341			841,800			10.05			49,524			498			December
Year total	$3,660,863			$367,691,361			9,262,795			$ 9.96			$39,696			$395			Year total
Year to date	$3,241,727	$3,928,349	121%	$326,002,020	$409,306,089	126%	8,420,995	9,012,314	107%	$ 9.94	$ 9.60	97%	$38,713	$45,416	117%	$385	$436	113%	Year to date

122 Ordinary Companies and 11 Ordinary Departments of Combination Companies

Total group Month	$ 250,370	$ 315,646	126%	$ 29,089,794	$ 34,095,427	117%	473,345	513,912	107%	$ 8.61	$ 9.26	108%	$60,813	$66,345	109%	$523	$614	117%	Total group Month
Year to date	$2,504,310	$3,081,258	123%	$276,997,411	$350,918,222	127%	4,763,753	5,345,475	112%	$ 9.04	$ 8.78	97%	$58,147	$65,648	113%	$526	$576	110%	Year to date
Group 1—Month	$ 158,458	$ 198,558	125%	$ 18,864,892	$ 22,287,189	118%	317,471	341,713	108%	$ 8.40	$ 8.91	106%	$59,422	$65,222	110%	$499	$581	116%	Group 1—Month
Year to date	$1,578,751	$1,926,738	122%	$176,437,004	$224,843,698	127%	3,109,847	3,499,375	113%	$ 8.95	$ 8.57	96%	$56,735	$64,253	113%	$508	$551	108%	Year to date
Group 2—Month	$ 42,372	$ 53,216	126%	$ 4,723,289	$ 5,197,418	110%	66,102	69,888	106%	$ 8.97	$10.24	114%	$71,455	$74,368	104%	$641	$761	119%	Group 2—Month
Year to date	$ 434,702	$ 519,589	120%	$ 46,173,443	$ 57,792,166	125%	670,099	754,371	113%	$ 9.41	$ 8.99	96%	$68,905	$76,610	111%	$649	$689	106%	Year to date
Group 3—Month	$ 29,432	$ 34,743	118%	$ 3,223,518	$ 3,571,435	111%	52,940	53,013	100%	$ 9.13	$ 9.73	107%	$60,890	$67,369	111%	$556	$655	118%	Group 3—Month
Year to date	$ 281,899	$ 348,272	124%	$ 31,478,005	$ 37,051,497	118%	531,371	570,400	107%	$ 8.96	$ 9.40	105%	$59,239	$64,957	110%	$531	$611	115%	Year to date
Group 4—Month	$ 11,938	$ 18,589	156%	$ 1,239,615	$ 1,888,530	152%	20,002	24,636	123%	$ 9.63	$ 9.84	102%	$61,975	$76,657	124%	$597	$755	126%	Group 4—Month
Year to date	$ 126,382	$ 171,530	136%	$ 12,733,426	$ 17,920,304	141%	216,518	247,365	114%	$ 9.93	$ 9.57	96%	$58,810	$72,445	123%	$584	$693	119%	Year to date
Group 5—Month	$ 5,080	$ 7,181	141%	$ 648,031	$ 792,154	122%	12,904	16,074	125%	$ 7.84	$ 9.07	116%	$50,219	$49,282	98%	$394	$447	113%	Group 5—Month
Year to date	$ 51,888	$ 79,057	152%	$ 6,380,511	$ 9,188,482	144%	132,925	172,466	130%	$ 8.13	$ 8.60	106%	$48,001	$53,277	111%	$390	$458	117%	Year to date
Group 6—Month	$ 3,090	$ 3,359	109%	$ 390,449	$ 358,701	92%	8,926	8,588	96%	$ 7.91	$ 9.36	118%	$43,743	$41,768	95%	$346	$391	113%	Group 6—Month
Year to date	$ 30,688	$ 36,072	118%	$ 3,795,022	$ 4,122,075	109%	102,993	101,498	99%	$ 8.09	$ 8.75	108%	$36,847	$40,612	110%	$298	$355	119%	Year to date

23 Combination Companies and Departments

Excluding weekly premium ordinary

Total group Month	$ 77,163	$ 79,497	103%	$ 5,293,502	$ 5,629,563	106%	344,791	300,384	87%	$14.58	$14.12	97%	$15,353	$18,741	122%	$224	$265	118%	Total group Month
Year to date	$ 709,980	$ 817,207	115%	$ 48,393,888	$ 57,720,254	119%	3,401,739	3,396,536	100%	$14.67	$14.16	97%	$14,226	$16,994	119%	$209	$241	115%	Year to date
Group 7—Month	$ 35,900	$ 40,162	112%	$ 2,536,888	$ 2,815,994	111%	113,700	113,306	100%	$14.15	$14.26	101%	$22,312	$24,853	111%	$316	$354	112%	Group 7—Month
Year to date	$ 339,433	$ 396,785	117%	$ 24,488,286	$ 28,304,629	116%	1,103,963	1,177,954	107%	$13.86	$14.02	101%	$22,182	$24,029	108%	$307	$337	110%	Year to date
Group 8—Month	$ 19,173	$ 19,651	102%	$ 1,288,815	$ 1,361,931	106%	91,106	83,203	91%	$14.88	$14.43	97%	$14,146	$16,369	116%	$210	$236	112%	Group 8—Month
Year to date	$ 174,194	$ 204,096	117%	$ 11,418,279	$ 14,119,610	124%	994,263	966,659	97%	$15.26	$14.45	95%	$11,484	$14,607	127%	$175	$211	121%	Year to date
Group 9—Month	$ 22,090	$ 19,684	89%	$ 1,467,799	$ 1,451,638	99%	139,985	103,875	74%	$15.05	$13.56	90%	$10,485	$13,975	133%	$158	$189	120%	Group 9—Month
Year to date	$ 196,353	$ 216,326	110%	$ 12,487,323	$ 15,296,015	122%	1,303,513	1,251,923	96%	$15.72	$14.14	90%	$ 9,580	$12,218	128%	$151	$173	115%	Year to date

Weekly premium ordinary

Month	$ 2,526	$ 2,233	88%	$ 62,191	$ 52,187	84%	25,244	19,632	78%	$40.62	$42.79	105%	$ 2,464	$ 2,658	108%	$100	$114	114%	Month
Year to date	$ 27,436	$ 29,883	109%	$ 610,721	$ 667,613	109%	255,503	270,303	106%	$44.92	$44.76	100%	$ 2,390	$ 2,470	103%	$107	$111	104%	Year to date

CANADA

Ordinary Sales Results of 38 Companies

	ANNUALIZED PREMIUM (in thousands)			FACE AMOUNT (in thousands)			NUMBER OF POLICIES		
	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982
January	$ 18,743	$ 21,425	114%	$ 2,312,963	$ 2,877,334	124%	47,049	53,265	113%
February	24,215	27,505	114	3,085,487	3,647,354	118	65,896	71,265	108
March	26,771	30,035	112	3,408,602	3,947,191	116	69,573	75,440	108
April	25,830	26,491	103	3,327,980	3,560,525	107	68,046	68,743	101
May	25,218	28,586	113	3,189,180	3,943,274	124	66,691	73,905	111
June	28,416	33,205	117	3,566,299	4,494,191	126	74,686	81,532	109
July	25,116	27,480	109	3,116,904	3,590,418	115	63,086	66,413	105
August	23,147	26,855	116	2,940,579	3,435,951	117	56,700	62,270	110
September	26,620	30,550	115	3,347,876	4,008,298	120	68,250	77,432	113
October	29,801	32,863	110	3,853,850	4,285,153	111	79,400	80,936	102
November	33,633	36,160	108	4,406,441	4,674,672	106	84,197	85,856	102
December	32,754			4,234,800			75,384		
Year total	$320,264			$40,791,011			818,958		
Year to date	$287,510	$321,155	112%	$36,556,161	$42,464,361	116%	743,574	797,057	107%
Group 1—Month	$ 25,820	$ 26,311	102%	$ 3,231,534	$ 3,265,492	101%	64,227	63,547	99%
Year to date	$216,081	$233,236	108%	$26,067,735	$29,696,841	114%	564,025	587,760	104%
Group 2—Month	$ 6,891	$ 8,736	127%	$ 992,150	$ 1,214,944	122%	16,775	19,042	114%
Year to date	$ 58,666	$ 77,226	132%	$ 8,167,870	$10,798,618	132%	146,160	176,973	121%
Group 3—Month	$ 922	$ 1,113	121%	$ 182,757	$ 194,236	106%	3,195	3,267	102%
Year to date	$ 12,763	$ 10,693	84%	$ 2,320,556	$ 1,968,902	85%	33,389	32,324	97%

	PREMIUM PER $1,000			AVERAGE SIZE POLICY			PREMIUM PER POLICY		
	1982	1983	1983/1982	1982	1983	1983/1982	1982	1983	1983/1982
January	$ 8.10	$ 7.45	92%	$49,161	$54,019	110%	$398	$402	101%
February	7.85	7.54	96	46,824	51,180	109	367	386	105
March	7.85	7.61	97	48,993	52,322	107	385	398	103
April	7.76	7.44	96	48,908	51,795	106	380	385	101
May	7.91	7.25	92	47,820	53,356	112	378	387	102
June	7.97	7.39	93	47,751	55,122	115	380	407	107
July	8.06	7.65	95	49,407	54,062	109	398	414	104
August	7.87	7.82	99	51,862	55,178	106	408	431	106
September	7.95	7.62	96	49,053	51,765	106	390	395	101
October	7.73	7.67	99	48,537	52,945	109	375	406	108
November	7.63	7.74	101	52,335	54,448	104	399	421	106
December	7.73			56,177			434		
Year total	$ 7.85			$49,808			$391		
Year to date	$ 7.86	$ 7.56	96%	$49,163	$53,276	108%	$387	$403	104%
Group 1—Month	$ 7.99	$ 8.06	101%	$50,314	$51,387	102%	$402	$414	103%
Year to date	$ 8.29	$ 7.85	95%	$46,217	$50,525	109%	$383	$397	104%
Group 2—Month	$ 6.95	$ 7.19	103%	$59,145	$63,803	108%	$411	$459	112%
Year to date	$ 7.18	$ 7.15	100%	$55,883	$61,018	109%	$401	$436	109%
Group 3—Month	$ 5.04	$ 5.73	114%	$57,201	$59,454	104%	$289	$341	118%
Year to date	$ 5.50	$ 5.43	99%	$69,501	$60,911	88%	$382	$331	87%

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